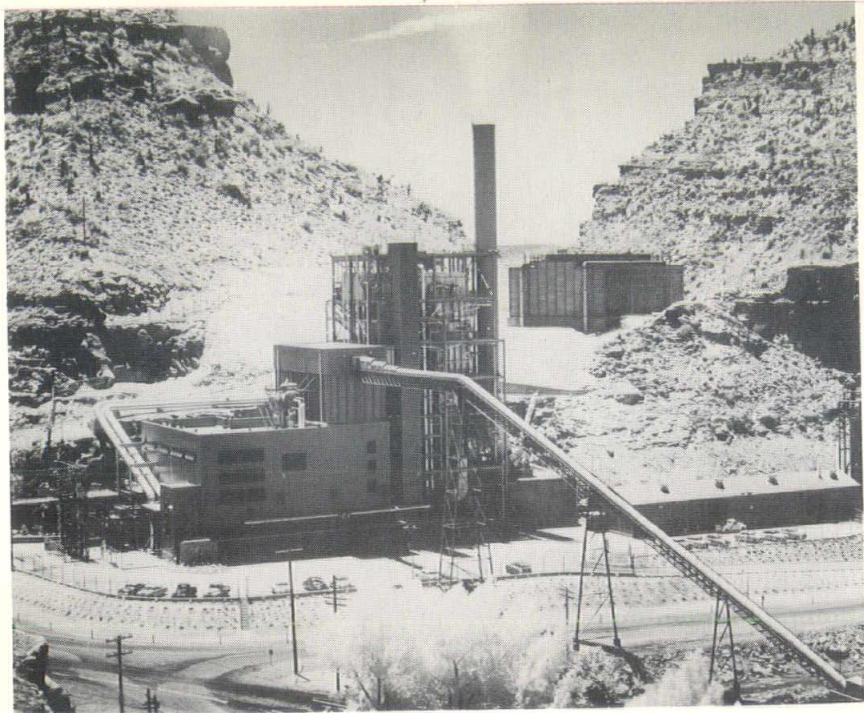


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## EDITORIAL A NEW VALLEY THEATER

A new Salt Lake Theater, copied after the first, has been proposed. What, do we ask, can account for this almost unbelievable anachronism? It would seem that the University Drama Department in its desperation for a new Work Shop, will settle for anything it can get. This, however, is not sufficient cause to saddle future students and the unsuspecting listening public with another unworkable theater of sorts (there is at least one on the Campus already).

Would it not be more reasonable to build a Modern theater, call it the 'New' Salt Lake Theater, dedicate it to the creative spirit of those times which made the "old" Salt Lake Theater famous

and put a torch to the hollow sentimentality which would perpetuate this imitative artistic, functional and economic injustice upon the academic scene? We can't shrowd today's buildings in the grandeur of another era anymore than we would clothe ourselves in the dress of Queen Victoria. If we must have a museum let it be a museum in name—not a mausoleum in fact.

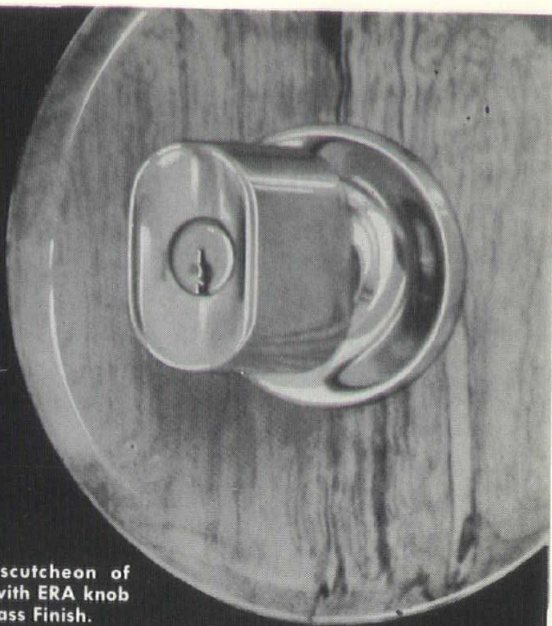
It would serve little purpose here to debate the question of function: acoustics, capacity, etc. for they are, and should remain, technical problems, the solutions of which would be found in a multitude of forms. The question of imitation in architecture is, however, far more basic and is, in architecture, like all things, if a victory at all, a hollow one.



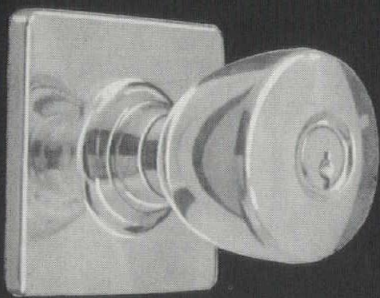
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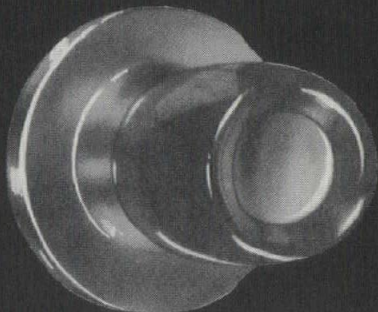
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## PRESIDENT'S REPORT ON COMMITTEE ORGANIZATION

The various committees for the Chapter have not yet been entirely set up since they must mesh with those of the Regional and National Organization. However, four committees have been formed and are now in operation.

The first consists of Fred Markham, Chairman; William Rowe Smith and Henry Fetzer. The function of this group is to coordinate with the Legislative Committee under Senator Hafen with the object of working toward a scheme whereby a revolving fund could be developed for the payment of architectural fees for preliminary sketches. (It has become apparent that preliminary sketches should be prepared in advance so that correct estimates can be presented to the Legislature as a basis for realistic building appropriation).

A second committee, composed of Lloyd Snedaker, William Rowe Smith and Raymond Evans, is working with the State Building Board, and Jerry King in particular, on the question of changing the basic fees, now established, for architectural service. These fees were established as minimum and in many cases work hardships on the architect and should be revised upward.

Committee number three, or Program Committee, has been entrusted to M. E. Harris, Jr.

The final committee to date and probably the largest is that committee oriented toward Public Relations and includes, under the Chairmanship of Dean Gustavson; Fred Needham, Ralph Edwards, Bruce Dixon and the staff

of the BULLETIN; John Sugden, Nathan Wooley, John R. Smith, and Robert Fowler. Thomas Axelsen has been engaged as Council for Public Relations.

As a member of the Chamber of Commerce, I belong to the Committee on Building and construction and also to the Committee on Urban Rehabilitation and Renewal. As a member of both committees I have been asked to be the Chairman of a subcommittee dealing with Urban and Sub Urban Planning. This subcommittee will be made up of members from both the Chamber of Commerce Committees. In addition, the Chapter is sponsoring a Citizens Committee, now in the process of formation, which will be welded into the Chamber of Commerce Committees, to work on the problem of a proper plan for the development of Salt Lake City and its contiguous territory.

## COMMITTEE REPORTS

During the last year the Chapter has been laying groundwork for cooperative assistance to the State in problems pertinent to the profession of Architecture and the construction industry. With the installation of Mr. George Dewey Clyde as Governor, and the convening of the 1957 Legislature, several aspects of the State construction program will come under scrutiny and study.

The Legislative Committee of the Chapter has been working ceaselessly with the Governor and with Senator Orval Hafen—President of the Utah State Senate.

The following suggestions and



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recommendations were presented to Senator Hafen following a conference between the Senator and the Committee Chairman, Fred L. Markham.

In the extensive building program which Utah is facing at the present time, it appears a necessity that the State provide an administrative organization at the top level which will assure a more efficient handling of state building procedures. May we suggest the following:

### **State Building Agency**

We strongly favor the naming of a commission of advisory type with direct responsibility for the state building program. This body should be separate from the highway construction program as at present constituted. Administration should be accomplished with a single administrative officer, and it is our recommendation that such officer should be an experienced business administrator rather than an Engineer, Architect, or Contractor. This recommendation is in part based upon the present scarcity of competent, trained, technical personnel. Experience has shown that the business administrator concerns himself with the problems of administration in such responsibilities and does not become embroiled in the technical decisions of design, materials, and construction procedures.

### **Time Schedule in Fund Appropriation**

The lag between the time when funds are made available for a building project and when payment from those funds in substantial amounts is necessary, deserves serious attention. In all probability, a \$2,000,000.00 project

for which funds are appropriated by the 1957 Legislature, will not have reason to draw heavily upon those funds until after the 1959 Legislature will have convened. If no detailed planning has been done (and under our present building procedures it would not be possible) the project would proceed substantially as follows:

Schematic studies would require approximately 60 calendar days.

Approvals by the State Agency approximately 30 calendar days.

Preliminary studies, approximately 90 calendar days additional.

Approval by State Agency, approximately 30 calendar days.

Working drawing and specifications, at least 360 days and possibly more.

Final approvals and bidding, 60 days.

Time between contract signature and the period upon which substantial payments will be requested by Contractor, approximately 60 days.

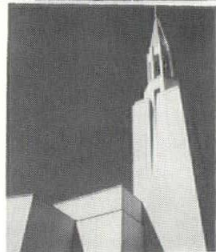
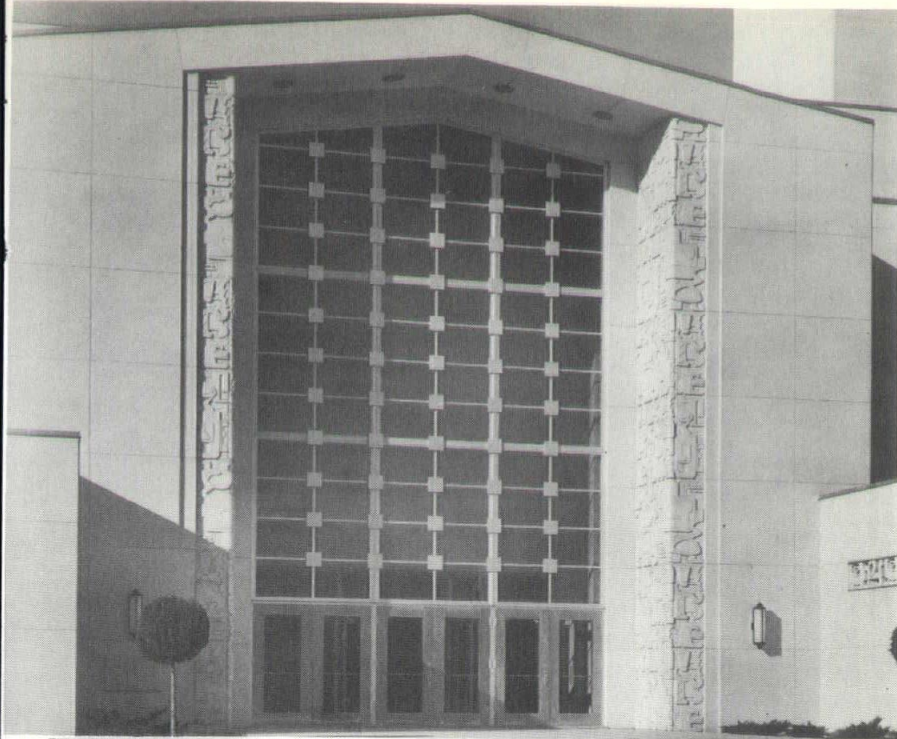
Total—690 days, or one year, eleven months.

Smaller projects will require less time, but it can be reasonably assumed that in any project costing \$100,000.00 or more, the State should anticipate a lag of one year from the time the Architect is authorized to proceed with schematic drawings, until there is a need for funds in substantial amounts.

### **Realistic Cost Estimates**

Contracts with Architects should be executed sufficiently in





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advance and so written that schematic studies and reliable estimates may be prepared prior to the appropriation of funds for a particular building. Such a procedure would provide the appropriating body with a more realistic cost figure upon which to base the allocation of funds.

### **Contingent Fund**

A 10% contingent fund suggested by the Legislative Council is a very sound procedure. Whether this should be written into law or should be left as a matter of administrative policy, needs to be studied more thoroughly. First thinking suggests that it may be better as an administrative policy.

### **Continuing Study of Building Needs**

The need for a State Planning Agency is clearly recognized by our profession. We favor the establishment of such an agency. It appears more reasonable to us, however, that specific building needs as established from a long range institutional planning program, should be the immediate responsibility of the state building agency suggested above. The inter-relation between a state planning agency and the state building agency will need to be studied carefully in order to establish proper division of responsibilities.

## **A NEW CENTURY BECKONS**

The American Institute of Architects will celebrate its 100th anniversary in 1957 as the national organization representing the American architect. As a salient

part of this Centennial Celebration Program, America's architects are inviting to Washington, D. C., May 14 through 17, a number of distinguished persons who are eminently qualified to discuss the forces which shape man's environment.

Since our interest is directed to the future rather than to the past, and to the influences of society upon architecture rather than to the practice of architecture itself, these discussions will explore the predictable potentials of such elements as our new technology; the international problems created by the shrinkage of time and distance; the pressures placed on resources by changing economies and expanding population; the status of the arts in a dynamic civilization; and the impact of these interrelated movements upon our environment of tomorrow.

We are confident that these discussions will lead to both thinking and doing, and that they will indicate the paths which we must tread if we are to mould, rather than simply endure, the events of the future.

A forum of this magnitude is an ambitious undertaking. Yet, if light can be shed on but one of the paths we are seeking, our purpose will be fulfilled in serving as an instrument of its discovery. Thus we proclaim this bold ideal as our purpose, and have established as the theme of our Centennial Program these four words — A NEW CENTURY BECKONS.

In past annual meetings, it has been the custom of the nation's architects to seek ways in which they may contribute to our cul-



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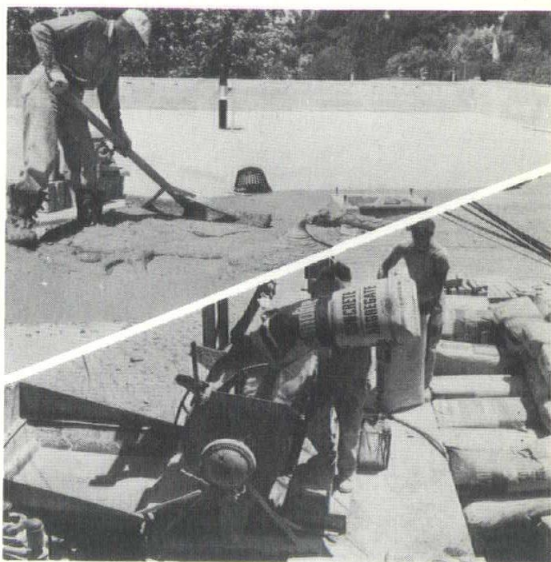
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tural wealth. These contributions have taken many forms. Fifty years ago, through the McMillan plan, the Institute was privileged to make a signal contribution by restoring to the nation the L'Enfant conception of its capital city.

Our present responsibility is a broader one. It is recognized that the forces which shape human environment are infinitely more complex today than at any time in the past century. One hundred years ago, the architect was concerned principally with the problem of providing shelter for a pioneer country which was expanding its boundaries and bridging its frontiers.

Today, the architect must consider, simultaneously, man's physical environment in relation to his new social aspirations and spiritual needs; to a host of new contrivances which afford him new comfort and leisure time; to new problems of traffic flow, land use, and urban congestion; even to the problem of shielding him, not from the elements alone, but from the hazards of a world whose skill at making weapons has outstripped its ability to live without them.

In the contrast provided by these two eras, we may see, if only dimly, the enormity of the task we face. Our vast new knowledge of the nature of matter must be matched by an equivalent understanding of the nature of man. The architect can and must contribute to a closure of this gap in knowledge. This, then is the aim of the Centennial Program of the American Institute of Architects.

## INDUSTRY AND GROWING PAINS

By A. Kyle Bettilyon, Speaking to Urban Renewal Conference

It is a great pleasure to have this opportunity to appear on this panel today to talk to you about one of my favorite subjects—**Industry and the Problems They Create.** Industry is moving west and industry is moving east from Los Angeles, San Francisco area, and there is nothing that anyone in this room can do to stop it. However, there are a lot of things that everyone in this room can do to help it locate in our city. Securing a new industry is not an easy task. Competition among states and cities is keen. Throughout the United States there are thousands of communities that have some form of organized industrial development program. Almost every state government, state university, most railroads, many public utilities, particularly electric power companies, engage in long term promotional programs to generate economic activity.

These agencies employ a staff of **well paid** engineers and men trained in the field. Large sums are spent on **research, planning and printing** of elaborate materials. It would be economic folly for us as a community to pass up opportunities resulting from the huge industrial expansion and decentralization under way in these United States. Responsible leadership is essential, however, to the success of the industrial development program. In this respect we have one of the most capable Chambers of Commerce in the United States. The Chamber is



doing an outstanding job in answering requests of industry; however, this is not enough. Industry requirements are changing almost daily. In order to keep abreast of this ever changing world, we must continually plan for the future. As an example, it has only been during the past year or two that industry's thinking has changed on site location. It was felt, up until about a year ago, that ground should be purchased on a basis of two to one. Also it was felt that we should leave room for off-street parking for one car for each three employees. Today the picture is entirely different. Industry is planning one car for every employee and are leaving sufficient room on their sites for double and even triple the size of the days needs. This has brought about a great change for **planners**. Industry no longer talks in terms of 25 to 50 acres of ground. They are talking in terms of 100, 200, and 300 acres. This means that our planning commissions must zone larger tracts for industrial developments, and must surround these tracts with residentials, so that the employee does not have to drive across town through hazardous traffic to arrive at his work. Industry has proven that the employee that lives close to the plant does a better days work. When a large tract is zoned industrial, plans must be made for future access. **Freeways** and **byways** are a must for future development as well as water, sewer, streets and other utilities. For the past several years we have had an uphill fight because of the lack of natural gas in heavy industry. Fortunately today most restrictions have been lifted and natural gas is now available to

industry of almost any size. This will help the future industrial development of Salt Lake and vicinity. We have been fortunate in the past to have a power company whose attitude has been "if we don't have enough power, don't worry about it, we'll make it available to you."

During the past few years the county has been in the process of zoning its properties. **One big mistake that has been made is that not large enough areas have been left for industrial expansion; however, with proper planning it is not too late to correct these errors, and it is not anyone's fault that the errors were made. It is just the change in thinking in industry.**

Unfortunately we have not had what you might call a large major industry settle in our vicinity except possibly Marquardt who has recently settled in Ogden. Sperry-Rand in Salt Lake has been known as more of a distribution center.

Many communities throughout the United States are giving "industrial location incentives." These **would be tax concessions, free property, low interest rates.** However, it is my opinion that this does not play a particularly strong part in the evaluation. The **proximity of the market, power availability, transportation facilities, and labor supply** are the **chief and overwhelming consideration.** If, for example, power and raw materials were not available, tax concessions would be academic. If large industrial lands are not available, any agreement to provide access roads would be somewhat academic.

This is by way of emphasizing

that the **basic requirements** are of such **major importance** that they tend to over-ride, shall we say "artificial incentives or concessions." As a matter of fact, it is not until industry has screened down the number of sites to two or three that they sit down with the state and city officials to discuss problems which might arise from locating a heavy industry in their area.

I think the items mentioned above are far greater incentives than the artificial incentive referred to as **tax consideration, etc.**

Now let us take a look at another aspect you might define as incentives. The **sociological** and for lack of a better word **people factors**. Is the town really ready for industry? Can they cope with the problems of new housing, schools, roads, services, etc., lower land costs and room to grow are important and are principal advantages. The availability of houses and services are a principal advantage to an industrial area. When a decision is made the **sociological** or **people** factor then become important. Do the nearby municipalities, the county, the state have a **sincere interest in industrialization**? A sincere willingness to cooperate? Do the people really want your plant? Will **their attitudes** create a **healthy environment** for the plant and create a **stable work force**?

Here are a few questions that the surveys **made** by industry will answer:

1. Will operating costs be favorable? Will they allow reasonable distribution costs to customers? Are the **state** and **local** governments **well run**, friendly toward

new industry and **planning** for the **future**? Are the local people actively and intelligently working for a better community?

2. Is the community of sufficient size to **absorb** the **new industry** impact without **adverse** reactions or effects?

3. Is this an area where the **industry's reputation** can be enhanced by the installation of a new plant?

4. What is the community's attitude towards industry?

5. Tax money voted for community planning studies shows a progressive community.

Yes, Ladies and Gentlemen, progress does not come to a city or a community by reason of its own force. There can be no real dynamic progress locally or elsewhere without the incentive of the fundamental factor of industry. This, record will sustain, I am sure industry is no longer at the scourge of the community. The **old factory section** is **non-existent** in the newer communities. The industrial district is in a great many cases the **show** place of the community and is pointed to with pride. Industry need not be ugly! Industry can be a good neighbor.

Salt Lake City and Utah particularly are infants in the industrial field; however, I am convinced that with proper planning and the right attitude of our people, our future is assured.

We have everything necessary in this valley for a great industrial center. We must all work together as a team. We must make industry welcome and lip-service is not enough if we are to succeed!





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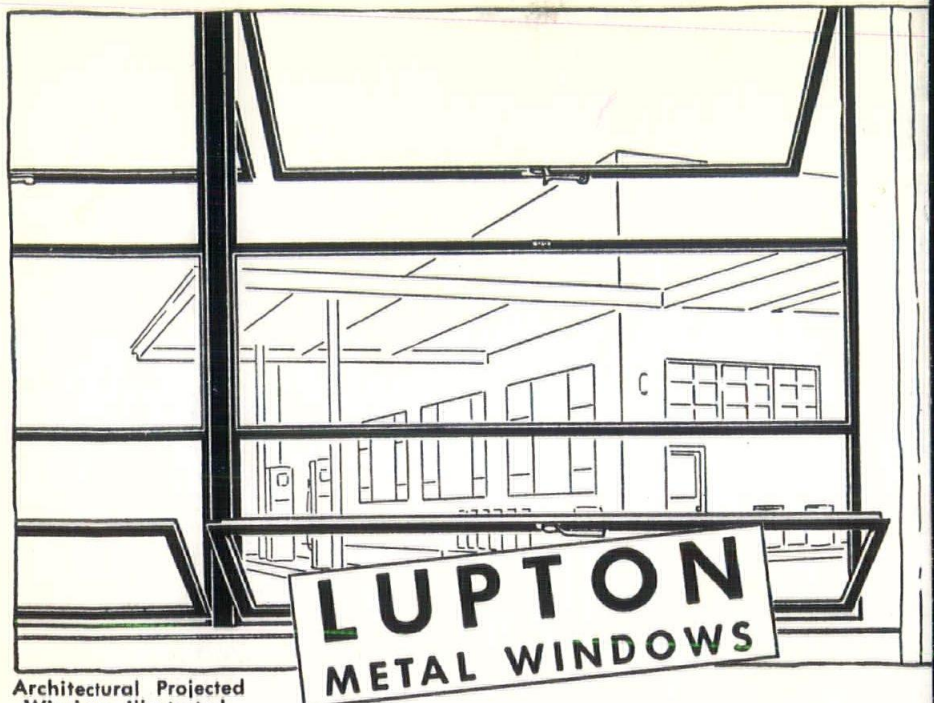
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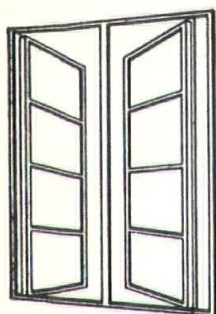
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